

South Central—Southwest WI  
Economic Development, Education and Workforce Partners

A Department of Labor Funded Initiative to  
Support Regional Talent Development

# The WIRED Initiative

## Leadership Caucus Meeting

May 14, 2009

8:30 a.m. to 11:30 a.m.

Alliant Energy, Madison

---

**Meeting Called By:** WIRED Staff      **Type of Meeting:** Leadership Caucus Meeting

**Facilitator:** Barbara Hummel

**Note Taker:** Erin Legro

**Invited:**

**Caucus Members:** Jennifer Alexander, Jon Bales, Bettsey Barhorst, Bob Barker, Ron Brisbois, Heidi Carvin, Jim Cavanaugh, Kathy Cullen, Paul Dietmann, Laura Dresser, Rich Gruber, Rich Hands, Kris Holmes, Gayle Hytrek, Karen Knox, Marty Krueger, Eric Larson, Anne Lutz, Don Madelung, Deborah Mahaffey, Mark Masters, Duane Ford, Ann Miller, James Otterstein, JoAnna Richard, Scott Stocker, Howard Teeter, Margery Tibbetts, Phyllis Wilhelm

**Support Staff/Guests:** Bob Borremans, Ed Clarke, Karen Coley, Gary Denis, Marla Gamoran, Barbara Hummel, Erin Legro, Seth Lentz, Pat Schramm, Michele Mackey, Neil Lerner, Linda Davis

**Attendees:**

**Caucus Members:** Jennifer Alexander, Jon Bales, Bob Barker, Ron Brisbois, Heidi Carvin, Jim Cavanaugh, Kathy Cullen, Paul Dietmann, Laura Dresser, Marty Krueger, Eric Larson, Anne Lutz, Don Madelung, Deborah Mahaffey, Mark Masters, Duane Ford, James Otterstein, JoAnna Richard, Howard Teeter, Margery Tibbetts, Phyllis Wilhelm

**Support Staff/Guests:** Bob Borremans, Gary Denis, Barbara Hummel, Erin Legro, Seth Lentz, Pat Schramm, Michele Mackey

**Materials Supplied with Agenda:**

- January 15, 2009 Leadership Caucus Meeting Minutes
- Funding Recommendation – WIRED Healthcare Sector
- Funding Recommendation – WIRED Advanced Manufacturing Sector
- Work Recommendation – WIRED Agriculture, ACE, Utilities, Worker and Innovation Teams
- September 11, 2008 Meeting Minutes

---

**Agenda Item:** Welcome & Introductory Remarks      **Presenter:** Jennifer Alexander

**Discussion Summary:** Jennifer Alexander provided an overview of the agenda and asked for a motion to approve the agenda as presented. Jon Bales moved to approve the agenda as presented. Don Madelung offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Jennifer Alexander asked for a motion to approve the minutes of the January 15, 2009 Leadership Caucus meeting as presented. Laura Dresser moved to approve the minutes as presented. Don Madelung offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Barb Hummel reviewed the ground rules.

---

**Agenda Item:** WIRED Procurements

**Presenter:** Various

**Discussion Summary:**

**a. Advanced Manufacturing (James Otterstein)**

Otterstein directed the group to Page 2 of the Funding Recommendation document.

He stated that the Proposal Review Team members recommend funding the Southwest Workforce Development Board up to the dollar amount listed (\$107,939). He asked Leadership Caucus members to approve this particular proposal to provide training for 75 low-income and dislocated workers. He stated that the back drop of the proposal is the MSSC curriculum which includes: Safety, Quality, Process & Production and Maintenance. In addition, the proposal ties in with collaborators including Southwest Tech, CESA 3, AFL-CIO LETC and Platteville Project Lead the Way (PLTW).

The recommendation is contingent upon removing youth engagement and referring it back to the Youth Cross Sector Team, which they believe is a better fit. In addition, the SWWDB and collaborators must gain additional documentation to show more industry support.

Otterstein asked Leadership Caucus members to alter the established meeting schedule to address emerging issues present.

Discussion:

Duane – Is the funding the difference between youth? James – Yes. Thought the youth would be a better fit for the Cross Sector work for budgetary reasons.

Don – To address a more timely response, can we have conference call or an Executive Board to make decisions?

Jennifer – Will be addressing timeline in Agenda Item 5.

Laura – Did the review group think much about curriculum in the Southwest region and how it would get disseminated back into the other regions? James – That was the foundation of discussions and this particular offering has appeal and application across the board.

Eric – How did this proposal address innovation and sustainability? James – 1) there is formal connections with PLTW, 2) blended curriculum and new collaborations, and 3) different providers need to change to meet the needs.

Heidi – Can you explain more about MSSC? What about computer experience?

James – Screening is thorough and those who don't have access to online capabilities, will identify and have enough resources into the region to have access. Various venues will be explored.

JoAnna – MSSC was developed through National Manufacturing – used extensively in larger manufacturers (i.e. Harley Davidson). Core competencies for Advanced Manufacturing. Governor Doyle wants our workforce at this level. It was developed by industry at a nationwide level.

Deb Mahaffey – Can you explain tie to PLTW?

James – Blending MSSC with PLTW curriculum. Our recommendation would be to close gap and have a succinct linkage between the two.

James stated that only proposals that met all criteria to provide a recommendation were brought to the Leadership Caucus today. Others will be either come back to the Leadership Caucus at a later date or will have recommendation to the sector team to fill gap in proposal that may still exist.

**Jennifer Alexander asked for a motion to approve the WIRED Manufacturing Sector Funding Recommendation as presented. James Otterstein moved to approve the WIRED Manufacturing Sector Funding Recommendation as presented. Deb Mahaffey offered the second. No discussion followed on this**

**motion. The vote was unanimous in favor of the motion. The following Leadership Caucus members abstained from the vote: Heidi Carvin and Margery Tibbetts.**

**b. Healthcare (Laura Dresser)**

Laura Dresser reported that the Healthcare Review Team reviewed 14 abstracts and 10 proposals. The review team consisted of Laura Dresser, Judy Warmuth, Rick Terrien and Kathy Loppnow. She shared that in the review, two proposals stood out on the questions (regionalism, transformation, sustainability, etc.).

The Healthcare Review Team is recommending spending the entire Healthcare budget on two projects.

- 1) Madison Area Technical College (MATC) with Southwest Technical College (SWTC) and Moraine Park Technical College (MPTC) – mobile simulation lab proposal. Extra capacity for training at all these institutions. Good partnership and equipment. Broad in reach. Addresses each districts needs and shared means. Leverages recovery act funds. Also, has explicit language for WTC to provide sustainability. Requested - \$850,535. Proposing funding for \$612,555 with need for inclusion with Blackhawk Technical College.
- 2) Meriter Foundation with Meriter Hospital, Edgewood, St. Mary’s – Impressive set of organizations. A lot of leveraged funds. Puts simulator lab in a set location with primary access and then MATC, UW Madison-Nursing and Herzing having access on a paid basis. Asked for \$525,119 and the committee is proposing to fund \$415,753.

Dresser stated that both have solutions to clinical site issues. Also, each proposal had support letters regarding sustainability. The scale was large, training 2,534 people within first year.

Discussion:

Eric – Blackhawk Technical College (BTC) is interested in hearing about the proposal and would hate for the proposal to be held up due to availability. He recommended that the committee work hard to include BTC, but if that doesn’t happen, can go forward.

Jim C. – Where is physical location of Meriter? Possible location will be the Innovation Campus off Rimrock Road.

Duane – With a set and mobile capacity – what about the outlying areas?

Laura – Proposals address the need for incumbent worker training, the nursing workforce and the affiliated occupations. Good geographic reach. Both SWTC and MPTC are planning on their own mobile units. MATC also has campuses in various areas that touch many counties.

James – Of the college campuses – how many have stationary, fixed simulation labs? Laura – 2.

Kathy – Keep in mind that these simulation labs utilize various programs, not just nursing.

**Laura Dresser asked for a motion to approve the WIRED Healthcare Funding Recommendation as presented. Kathy Cullen moved to approve the WIRED Healthcare Funding Recommendation as presented. Phyllis Wilhelm offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion. The following Leadership Caucus members abstained from the vote: Eric Larson, Jim Cavanaugh and Jon Bales.**

---

**Agenda Item:** Sector Work Recommendations

**Presenter:** Various

**Discussion Summary:**

**a. Agriculture (Paul Dietmann)**

Paul Dietmann reported that after meeting a few times over the past couple months, the sector team has determined the following project areas:

- 1) Agriculture and Agri-Business Peer Networks – Business people and farmers working together. Training each other and having guest speakers.
- 2) Training for “New to Farming” – Farm financial management, risk management, etc. Not only commodity based. Help farmers increase resiliency. Coming to farming from a non-farm background. Formal and informal education.
- 3) Job Training and Re-employment Opportunities for farm families. Many families under stress with economy. Provide more income to farm families during this economic downturn.

Needs of Ag business-off farm are being addressed by other parts of the WIRED. Submit projects for full amount – will also be seeking Sector Grant funds to tackle project area #1. The sector team would also like to leverage other funds for example, UW Madison – beginning farmer and rancher grant (\$250k). They will be seeking additional funds for project area #3.

Discussion:

James – We need to make sure we have training that is transferable.

JoAnna – Is here a focus on waste reduction and productivity of the farm itself? Paul – Not explicitly written but there is an element in peer to peer networks.

Jo Anna – Workers comp would be helpful to embed (adapt and avoid injuries).

Duane – In regards to project #2, there are a lot of programs and sources out there. What is the sense of unmet need and is there a demand?

Paul – Tech college farm management courses are excellent – gap is providing training for those who are later in their careers and are not comfortable going through lengthy farm management course.

Ann – Concerned with Latino workforce. Paul – Target population is socio-disadvantaged workers – would also leverage folks at the State Farm Center.

Don – Need to explore and educate on the definition of the 21<sup>st</sup> century farmer and what it includes – would be helpful for municipalities to understand.

**Jennifer Alexander asked for a motion to approve the WIRED Agriculture Work Recommendation as presented. Don Madelung moved to approve the WIRED Agriculture Work Recommendation as presented. Bob Barker offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.**

**b. ACE (Bob Barker)**

Bob Barker reported that the ACE sector was hard hit by the economy. There are a lot of unemployed and underemployed folks. The industry is focused on the future – looking at 2011 for a turnaround in the industry. The ACE sector is focused on the future pipeline of workers and is working on the following projects:

- 1) Youth Training and Engagement
- 2) Worker Retraining
- 3) Diverse Workforce Recruiting
- 4) Employer Recruitment for Apprenticeships and Internships

Michele Mackey directed the group to Page 6 of the ACE Recommendation and noted that the ACE sector would have allocated expenses for personnel, travel, equipment and supplies to develop strategies for the skilled trades (\$28,600). Other projects would be funded through various funding sources.

Discussion:

JoAnna mentioned that it would be good to leverage recovery act money, for example, weatherization. There is an apprenticeship piece and pre-apprenticeship for energy career pathways in addition to youth money distributed to the boards.

**Jennifer Alexander asked for a motion to approve the WIRED ACE Work Recommendation as presented. Debbie Mahaffey moved to approve the WIRED ACE Work Recommendation as presented. Anne Lutz offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.**

### **c. Utilities (Anne Lutz)**

Anne Lutz reported that 60% of utility workforce is facing retirement. The sector team has come up with four project areas.

- 1) Engagement – Youth and Parent. Many young adults are not aware of careers in utilities (high skilled, high wage that don't require bachelor's degree).
- 2) Youth Preparation – Reach out to non-traditional populations (i.e. Spanish speaking, females, etc.).
- 3) Worker Retraining – Replacement for retiring workers by providing opportunities for dislocated and incumbent workers in traditional and renewable energy occupations.
- 4) Renewable Energy Collaborative – Identification and leveraging of renewable energy opportunities for economic growth and workforce development in WIRED region.

**Jennifer Alexander asked for a motion to approve the WIRED Utilities Work Recommendation as presented. Jon Bales moved to approve the WIRED Utilities Work Recommendation as presented. Bob Barker offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.**

### **d. Cross Sector Team**

Heidi Carvin reported that the Cross Sector Team has come up with the following projects to address Youth Career Pathways.

- 1) Increase entry level skills of emerging workers and improve technical education capacity at high schools.
- 2) Create shared opportunities for industry, education and students.
- 3) Develop stronger articulation opportunities using alternate teaching methods. Distance and online learning.
- 4) Improve commitment to Career Pathways. State guidance programs. Facilitate teacher meetings with guidance counselors.

#### Discussion:

Issue – Need to move timeline up for approval for funding.

Duane – Critical shortage of teachers – any way to address that with WIRED? Heidi – Fast track teacher training for dislocated workers with experience in teaching. Deb – There isn't an alternative pathway now in retraining for teachers. Would be interested in any collaboration.

**Jennifer Alexander asked for a motion to approve the WIRED Cross Sector Team Work Recommendation as presented. Laura Dresser moved to approve the WIRED Cross Sector Team Work Recommendation as presented. Deb Mahaffey offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.**

### **e. Innovation**

Eric Larson reported that there is \$409,000 dollars allocated toward innovation proposals. The Innovation Team tried to come to grips with the allocation of these dollars toward innovation. The chart on Page 3 of the Innovation Recommendation describes four questions to direct thinking of innovation.

- 1) Does the strategy exist now? It is an original concept?
- 2) Will the strategy change in the region? What is the geographic impact of the change?
- 3) Is the strategy responsive to the region and changing economic conditions?
- 4) Will the strategy continue into the future?

Larson stated that if there is a proposal on a sector team that can't be fully funded and it fits the criteria for innovations, they will be reviewed by the innovations team.

There are three tracks to the WIRED Innovation Fund Procurement Process. Track 1 – To be used when income must be generated to support long term sustainability of infrastructure such as equipment replacement or a proprietary entity. Track 2 – To be used when the primary focus of the project is system change and the intent is that institutional organizations such as K-12 or tech college system will assume full responsibility for the initiatives financial sustainability. Track 3 – To be used when the project only requires a commitment of staff time from the WIRED partners or marketing services, etc.

The Innovation Team decided their best approach would be to serve as innovation advisors for those projects coming in through sector teams. Intersect teams as Advisors in the procurement process. Provide advice to proposals to improve.

The Innovation Team will also address entrepreneurship with funding out of the innovation budget.

**Jennifer Alexander asked for a motion to agree on the role of the Innovation Team with the understanding that they will come to Leadership Caucus with funding recommendations. Phyllis Wilhelm moved to approve the agreement as presented. Don Madelung offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.**

---

**Agenda Item:** Biotechnology Sector Update

**Presenter:** Howard Teeter/Michele Mackey

**Discussion Summary:**

Howard Teeter reported that the Biotechnology Sector recognizes that the state has successful companies that could be used as models. The goal of the group is to think about jobs generated in the future. He noted that CEO meetings have generated follow up and they will use July to form the basis of the biotechnology team. The Biotechnology Sector will bring a plan of work to the September Leadership Caucus meeting.

---

**Agenda Item:** Next Steps

**Presenter:** Jennifer Alexander, Barb Hummel, Michele Mackey

**Discussion Summary:**

**a. Progress Review & Feedback**

Barb Hummel led a discussion around the structure of the meetings. She asked if the structure working well and what needs to be tweaked?

- 1) Membership – Are there any missing needs at the table? If so, need recommendation to Secretary Gassman.
  - UW Madison – Chancellors Office
  - WI Innovation Network
  - UW Extension
  - Wisconsin Way
  - Travel and Tourism Person
  - Dana Chofski

The Leadership Caucus members decided to have coordinated communication with these folks instead of bringing them to the table.

- 2) Need to tweak Chair and Vice Chair nomination due to the fact that it was not done at the last meeting.
- 3) Agendas – Initially planned to send agendas two weeks in advance and documentation as much in advance as possible but this has been difficult.

The Leadership Caucus members decided that sending the agenda/materials at least one week in advance would suffice.

- 4) Voting  
Currently, 50% plus 1 to make formal decision.

Discussion:

- Okay for Leadership Caucus but difficult for sector teams.
- Majority of those present of the team.
- Eliminated folks who weren't consistent in their attendance.
- Tighten up membership on sector team – technical advisors come in for meetings.
- If group makes recommendation – sent out electronically – week to respond.
- Needs to be representation and balances verses the number of people.
- Need to firm up membership of teams – remove those not participating.

- 5) Areas for General Discussion

Leadership Caucus, Sector Teams, Information Flow, Staff Support

Discussion:

Leadership Caucus

To address the need to act quicker on certain items, the Leadership Caucus agreed on alternate conference call/web conferences in between quarterly meetings.

The goal for next year will be to maintain quarterly meeting and then have 4 meetings in between via phone/web.

Laura – Need to think about use of sector teams after projects get funding.

Information Flow

Jim Cavanaugh presented the idea of a one page monthly update from WIRED. A brief explanation of what is happening.

Don asked about our ties to the public. Michele – Use of press releases, also branding sector groups instead of WIRED and online tool called ZOHO.

There was a suggestion to integrate WIRED into various newsletters from networks for those in the Leadership Caucus. Would need to keep an inventory – possible intern help.

Staff Support

Well done.

## **b. Timeline**

Michele Mackey gave a brief update on the timeline.

Over the next three weeks:

RFA/RFP out for Ace, Utilities, Cross Sector Work, and Ag Procurement

Bidders will have two months to work on proposals.

Tech colleges will meet on the Healthcare.

Contracting with bidders approved.

Bidder's conferences in June for the four sector teams.

Summer Leadership Caucus Meeting – August 6 or 13<sup>th</sup>

- Four teams will come back with recommendations. Ag will have off farm recommendation. Biotech will have work recommendation.
- Meetings

Don – Motion – second Thursday of the month – every other in person, alternate months by conference call and shorter time frame (TBD).

**Don Madelung asked for a motion to meet the second Thursday of the month following the quarterly schedule via conference call and for a shorter time frame. Laura Dresser moved to approve the motion as presented. Jon Bales offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.**

### **c. Nominations: Chair & Vice Chair**

Jennifer Alexander entertained nominations for Chair.

Mark Masters nominated Jennifer Alexander for Chair. Laura Dresser moved to approve the motion as presented.

Phyllis Wilhelm nominated Mark Masters for Chair. Don Madelung moved to approve the motion as presented.

Jennifer Alexander declined to accept nomination for Chair.

**Marty Krueger made a motion to move to close the nominations for Chair. Don Madelung moved to approve the motion as presented. Laura Dresser offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.**

Jennifer Alexander entertained nominations for Vice Chair.

Jon Bales nominated Phyllis Wilhem for Vice Chair. Laura Dresser moved to approve the motion as presented.

**Don Madelung made a motion to move to close the nominations for Vice Chair. Laura Dresser moved to approve the motion as presented. Jon Bales offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.**

## **Closing**

---

**Agenda Item:** Adjournment

**Presenter:** Jennifer Alexander

**Next Meeting Date:** July 2009 – Details to come.

### **Invitees:**

**Caucus Members:** Jennifer Alexander, Jon Bales, Bettsey Barhorst, Bob Barker, Ron Brisbois, Heidi Carvin, Jim Cavanaugh, Kathy Cullen, Paul Dietmann, Laura Dresser, Rich Gruber, Rich Hands, Kris Holmes, Gayle Hytrek, Karen Knox, Marty Krueger, Eric Larson, Anne Lutz, Don Madelung, Deborah Mahaffey, Mark Masters, Duane Ford, Ann Miller, James Otterstein, JoAnna Richard, Scott Stocker, Howard Teeter, Margery Tibbetts, Phyllis Wilhelm

**Support Staff/Guests:** Bob Borremans, Ed Clarke, Karen Coley, Linda Davis, Gary Denis, Marla Gamoran, Barbara Hummel, Erin Legro, Seth Lentz, Neil Lerner, Pat Schramm, Michele Mackey